



NEXT STEPS

REOPENING & REIMAGINING

WHAT

REOPENING & REIMAGINING

Reopening – to resume or begin again

Reimagining – to think about again, especially in order to change or improve

NOTES

DISCUSSION HIGHLIGHTS

ReOPENING

- Start small and scale back
- Tailor policies for your unique needs
- Act on the things can your organization can do now such as creating your plan, securing your buildings, training your staff and volunteers
- Be cautious of putting your organization (including staff and volunteers) in a vulnerable position
- Communicate transparently
- Use signage to remind patron of safety protocols
- Keep in touch with local authorities to seek clarification on appropriate safeguards and state guidelines
- Reduce hours and closely monitor capacity

ReIMAGINING

- Consider contactless points of sale for admissions and other sales (Select a processor friendly to nonprofit operations such as [Credit Gives](#))
- Embrace digital formats for events and other engagement
- Expand virtual offerings
- Continue to leverage social networks and your virtual presence for engagement
- Think about patrons who avoid or lack access to technology through outreach through methods such as mailings
- Gain visibility through outdoor/outward facing communications

THE BIG IDEAS

1. **Stay Informed** - Keep in touch with local authorities and ask questions.
2. **Set the Example** - Create your plan and train staff and volunteers; Communicate transparently
3. **Prepare as if You Open Tomorrow** - Secure buildings, put safeguards in place, act on what you can now.
4. **Maintain Virtual Engagement** - Use virtual tools to reach patrons

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RESOURCES FOR REOPENING

OPEN



[CDC Coronavirus Mitigation Strategies for](#)

[Communities](#): Mitigation strategies by setting inclusive of individuals/families, education, workplaces, and more



[American Alliance of Museums \(AAM\) Preparing to Reopen](#)

[Resources](#): Guide and sample reopening plans for cultural organizations



[Pennsylvania Recreation and Parks Society \(PRPS\)](#)

[Guidance](#): Management guidance on outdoor activities



AE WORKS

[PRPS Graphics](#): Shareable graphics of safety guidelines for outdoor activities

[AE Works Security Checklist](#): Key considerations for physical office, IT, and virtual office security inclusive of office mail, security plans, access, and steps for keeping staff protected

AE Works Security Break Series: 15 minute security tips

- [Business Continuity Planning & Security](#)- Business continuity planning and security considerations to keep your workplace safe
- [Electronic Fraud in a Virtual Environment](#) - Anatomy of an electronic attack and how to protect your business with best practices
- [Building Systems Safety Checks](#) - Ventilation, system safety checks and other standards can help you reduce the probability of COVID-19 transmission



[Pittsburgh North Regional Chamber \(PNRC\) Public Safety](#)

[Checklist](#): Created based on guidelines from the PA Department of Health

[PNRC Storefront Signs](#): A visible reminder to patrons of your commitment to their safety



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